

Awareness Raising Group meeting 16th July 09 Notes and Action Points

Present: Maggie, Anita, Teen, Penny

Greening Homes and Gardens

The Energy Group have asked for our help with the flier and publicity. It is essential that all PR is coordinated between the various groups involved – ESS, RoWAN and TBI.

Teen is willing to help with PR but needs to know who is responsible for what. **ACTION - PE is to ask Energy Group to brief her.** NB Teen is away for a lot of August

Teen emphasised need for publicity to draw on good photos and personalised quotes. All PR needs to be socially inclusive and not aimed only at Guardian readers.

Awareness Raising Programme

We are aiming at a significant awareness raising programme over the autumn, winter and spring. Key elements are: film showings, talks, stalls at events, special events. This must be a priority for the whole group after the Greening event as it will require the input of many members

Events

Black Isle Show on 6th Aug – Anne is organising with ESS - Teen has volunteered to help. **ACTION - Penny will ask Anne to brief her**

Boniface Fair – **ACTION - Maggie to find out more**

Black Isle Gathering 26th Sept, Fortrose – Seems like we should do this. **ACTION - Penny will make booking and request volunteers**

Films

Research has shown that we can hire film-showing equipment for about £170 per night from hcvf in Inverness. To buy the full package would be around £2k.

Teen suggested that we might be able to use equipment that our members already own. She has a lap-top, amp and speakers. We might be able to borrow or hire the screen and projector.

We agreed that we would have a 'dry run' film showing, maybe at Glachbeg, on 10th Sept (depending on availability). This would be an opportunity to show a film to the group and a discussion/social. **ACTION – one of us needs to follow up the rest of the equipment – Suggest Teen first and Penny if we need to get from hcvf**

Film DVD's can be bought for between £10 and £20. Some films also require a licence which cost up to £100 per showing. (We should be able to join up with The Greenhouse for The Age of Stupid using their licence). It was agreed that the group should own its own copies of key films. **ACTION – we will seek approval from the main group to spend up to around £80 on films.**

Film showings should take place on midweek evenings and should include opportunities for interaction and discussion along the lines of suggestions in Transition Handbook. Our members should be able to lead sessions. We will target 4 or 5 venues and at each venue have 2 films about 2 weeks apart. At each event we will collect e-mails of those attending.

Possible venues include The Cromarty Centre (equipment probably available) Fortrose Theatre (equipment probably available), Resolis Hall and one or two venues at west end of Black Isle. **ACTION – Maggie to contact Fortrose Theatre and other venues for availability /suitability and cost and discuss draft dates.**

Talks

We will offer talks about TBI to existing groups on the Black Isle – probably after Christmas / spring. We will need to make up a good Power Point presentation. Several members of TBI could deliver these talks and presentation training may be available through Transition Scotland.

ACTION – Teen will contact Eva at Transition Scotland/ Transition UK and other groups to see if outline presentation / training exists.

ACTION – Teen will research WI groups and Anita will research arts and history groups

ACTION- We will need a volunteer to put the presentation together and several volunteers to help deliver

Special Events

We will try to find special guest speakers for special events. Mandy Meikle is a specialist speaker/ campaigner in Peak Oil. Julian Paren might also be willing to do another talk on Climate Change

ACTION - Teen to contact Mandy to find out her terms

ACTION - Julian to be sounded out

E- Newsletter

It was suggested that a good way to generate engagement in possible new members and supporters is to send out a short, upbeat, chatty and newsy e-mail periodically to keep people informed of what is going on and how they might be able to help. This should not be onerous and should have no attachments. It shouldn't be more than about 2 or 3 short paragraphs.

This will require an up to date and maintained list of e-mail addresses kept by a list manager. E-mail addresses can be collected at all events after individuals have been asked if they would like to receive news.

ACTION – Maggie/Penny – raise at next full meeting

Other matters

Black Isle Brewery – We should look for opportunities to engage them.

Teen reminded everyone to take pictures and post them on the web site so that they are available for PR purposes.

Date of Next Meeting

Monday 24th August at 1.00pm at Anita's (Strathpeffer). Bring contributions for lunch.

PE 16/07/09